



The Transformation

- Prior to NLM, I had no experience in marketing in the corporate realm, so the position itself was eye-opening and challenging
- I became more comfortable speaking in front of large crowds despite being an introvert
- Received powerful criticism that allowed for powerful improvements
- Gained relationships with a variety of professionals from different areas, disciplines, and backgrounds
- I became more comfortable with risk and discomfort in taking professional risks
- My desire to explore marketing and its different subgroups grew

My Time at Naked Lime

Project Summary

- During the summer of 2019, I acted as a Digital Marketing Intern for Naked Lime Marketing
- NLM is a subset of Reynolds & Reynolds, in Dayton, Ohio
- This 12-week internship emphasized public speaking, market analytics, and personal growth into a young professional



Why an Internship?

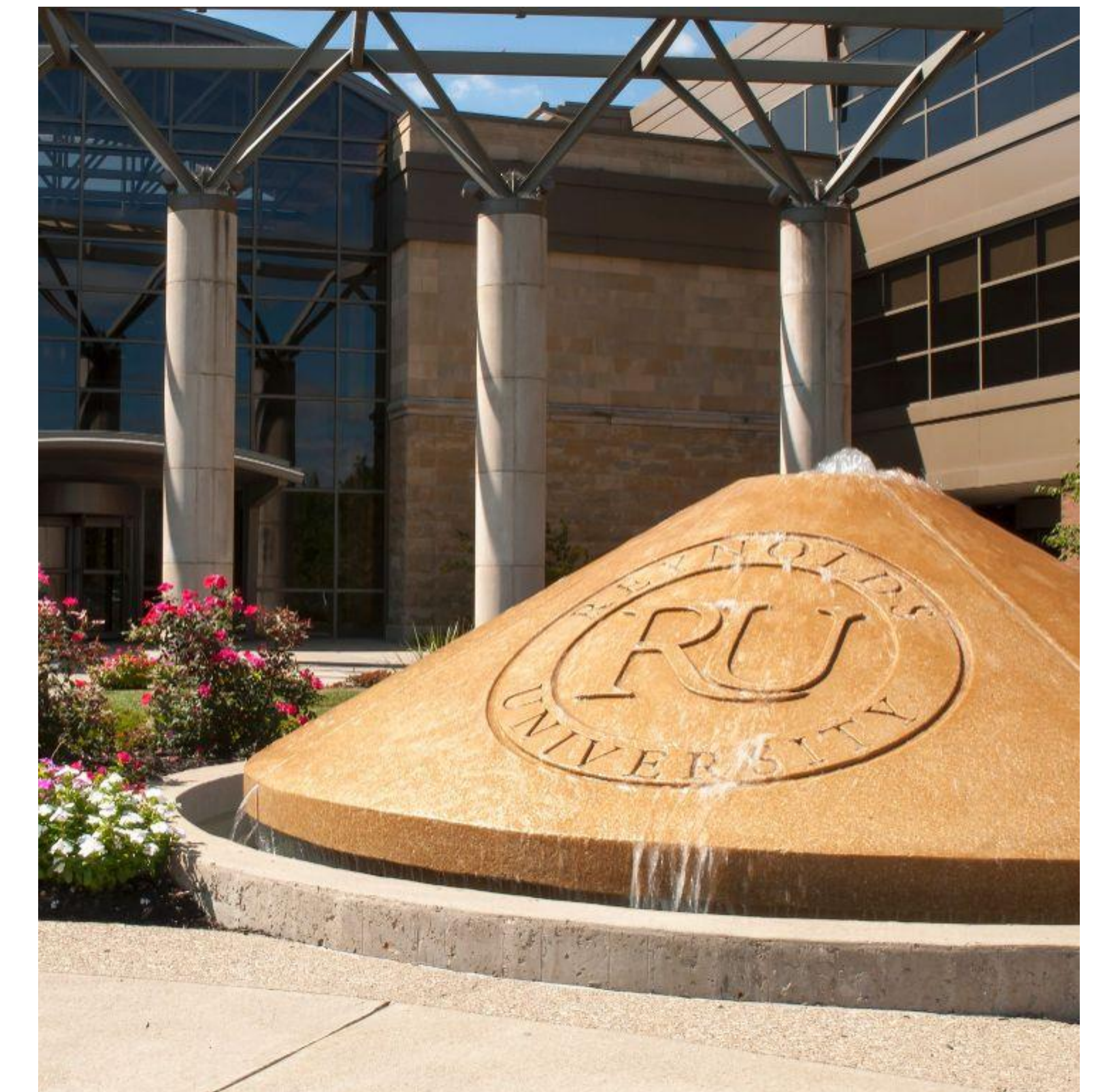
- I am graduating a year early, so I knew I needed as much experience in the professional world as possible
- I was confident an internship would advance my skillsets, create strong relationships, and push me to grow as an individual and professional

Name: Erin Damm

STEP Project Category: Internship

STEP Mentor: Leslie Newman

Major: Communications



My Favorite Memories

- Winning the marshmallow and spaghetti tower challenge
- New-hire apocalypse roleplay
- End of the summer presentation
- The mystery of Mike's missing batteries
- Lunchtime walks with Nancy

My Advice

- Apply, apply, apply!
- Don't take rejection personal
- Branch out of a single job title
- Don't give up



THE OHIO STATE UNIVERSITY

STEP

Second-year Transformational
Experience Program